



# **Investing *in* Nottingham *and* Bringing Communities Together**

**Corporate Social  
Responsibility Report  
2021**



# Introduction

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**Despite the turbulence of the last year or two, there is a clear sense of optimism as the city emerges from a period of unprecedented challenge with millions of people returning to work, to study, to shop and to socialise.**

We know the tram is key in supporting mobility and stimulating economic activity across the city. Now more than ever, the tram will be crucial in building greater resilience and flexibility into the 'new normal' of city life, helping to keep Nottingham moving however, whenever and wherever it needs to.

The city is embarking on a series of long-term projects and initiatives that will help transform it. Nottingham has already put itself at the forefront of the UK's climate goals with the ambitious target to become the country's first carbon neutral city by 2028. We are proud to play our part in achieving this ambition and showcasing how investment in clean, green transport infrastructure can help fuel both the city and the UK's economic growth plans.

**Tim Hesketh**  
*CEO, Tramlink Nottingham Ltd*

As a vital part of the fabric of Nottingham, we are proud of the role we play in the city. The tram is much more than just a transport network and we take our responsibility to our customers, local communities, suppliers and the environment very seriously.

Next year will see Nottingham tram 'coming of age' as we celebrate our 18th anniversary – a milestone happening at a time when resilient, green transport networks have never been needed more. This report outlines the wider areas we will focus on to continue making a difference to the communities we serve and the great city of Nottingham over the coming years.

# Overview

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*Our **Corporate Social Responsibility** strategy focuses on **4 key areas**.*

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## Environment



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## Customer Needs



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## Fair Operating Practices



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## NET in the Community





# Environment

**Reducing our impact on the environment has never been more important. The tram offers green transport for millions of passengers every year, helping to keep cars off the road and reduce emissions.**

We are proud to be a key part of the city's ambition in becoming the first carbon neutral city in the UK by 2028 and are committed to doing all we can to facilitate that goal.

As well as being powered by 100% green, renewable energy, we are also working with businesses and partners across the city to help with their sustainable travel plans.



## Objective

**Play our role in ensuring Nottingham becomes the UK's first Carbon Neutral City by 2028.**

## How

- Develop bespoke Green Travel Plans for Nottingham's key organisations and employers.
- Create customer incentives to move our population away from cars and onto public transport.
- Continually review and challenge suppliers, operators and our own internal processes to further reduce our carbon footprint, including investment to enhance our digital technology and infrastructure reviews.
- Reduce waste and paper use in operations by 90% including the removal of automatic receipt printing.

## Case Study

**Chris Common**

*Carbon Neutral Policy Manager*  
Nottingham City Council

For Nottingham to succeed in its ambition to become the UK's first carbon neutral city by 2028, it is essential that the City Council works in partnership with its partners and organisations. Tramlink are considered as one of the absolute key partners in this. The city's trams play a pivotal role in making Nottingham the envy of other UK cities in having an efficient and effective public transport system as well as being low carbon. Working with Tramlink to promote and raise awareness of CN28 is hugely important to the city and we have developed a close and mutually beneficial working relationship to take us to 2028 and beyond.



# Customer Needs

**Passengers are at the heart of every decision we make. Nottingham is vibrant, diverse, and ever evolving, so we must strive to continually innovate and ensure we are meeting the needs of everyone in the city.**

We are committed to seeking feedback and listening to concerns and suggestions to help us improve the service and inform the important role we play in the region.

We will work hard to ensure we are meeting different customer needs and expectations as well as equipping ourselves with data to inform future decisions and initiatives.



## Objective

**To increase customer satisfaction along our network.**

## How

- Ensuring that communications are fair, transparent, and easily accessible to all including making customer service information, pricing guidelines and conditions available in Braille and additional languages.
- Launch of the “Trust the tram” campaign in response to changing working patterns and wider concerns following COVID-19.
- Create a robust programme of customer feedback activities including reviewing and refining our annual and pulse check surveys and the creation of a digital business satisfaction inspection.

## Case Study

**Alberto Jaume**

*Environmental & Sustainability Manager*

Nottingham University Hospitals NHS Trust

Here at Nottingham University Hospitals our experience with NET has been excellent. With the support of NET we have been able to both:

- Expand our staff travel to work scheme to include a wider variety of passes, of which better accommodate those staff members with new flexible working patterns
- Run new promotions to encourage sustainable transport amongst our colleagues.

NET have demonstrated a strong partnership in sponsoring our 2021 Team NUH awards and have been invaluable in helping us navigate staff commutes throughout the Covid-19 pandemic. We are very grateful for the helpful, timely and enthusiastic support they have provided.

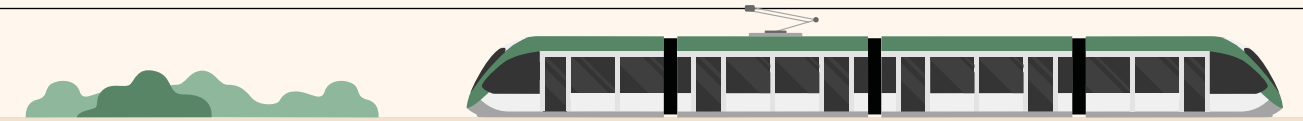




# Fair Operating Practices

**We are dedicated to being a diverse, inclusive, and accessible business.**

Through our framework, we will ensure that within our supply chain, we are partnering with businesses and organisations who have the same vision of promoting high ethical working standards.



## Objective

**To promote and embed ethical working practices and control responsible procurement through our supply chain.**

## How

- Creation of a CSR procurement plan with publicly available guidelines, expectations and requirements for all suppliers, partners and contractors.
- Thorough review of all operating practices against Internationally recognised standards.

## Case Study

**Chris Williams**

*Commercial Manager*

Nottingham Trams Limited

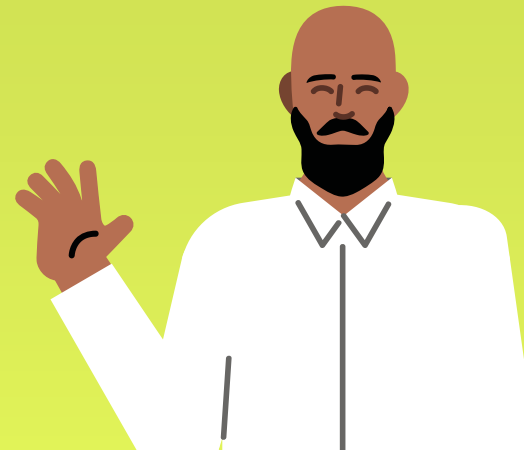
Conducting business while remaining ethical is the central focus of our responsible governance programme, with free and fair competition one of the main aspects of this approach. It is essential as we move forward to have Corporate Social Responsibility discussed at all review meetings with those within our supply chain to ensure they are complying with National and International Standards and Legislation.



# NET in the Community

**As a local infrastructure asset, business, and employer, we are committed to playing our role in the communities we serve – from providing jobs, skills and training opportunities to supporting local schools, charities and good causes.**

Cities across the UK face the challenge of rebuilding following COVID and it's only right that we play our part. We are committed to working with national, regional and city partners to help get people moving again and into regular work.

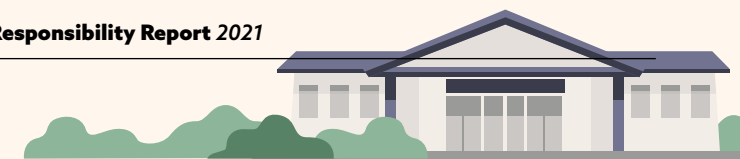


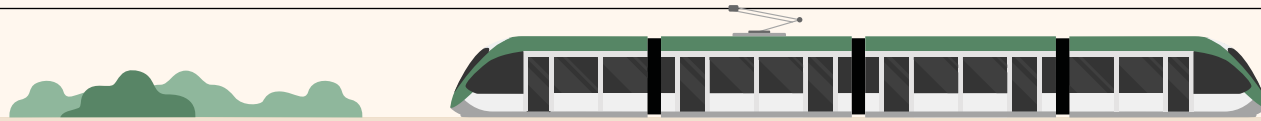
## Objective

**Make a positive difference in the communities we serve.**

## How

- Work with public and private organisations to create a travel incentive programme for those who are vulnerable or returning to work following COVID-19.
- Support the Government's Kickstart scheme, providing job training and workplace knowledge for young people aged 16-24.
- Creation of an annual programme of events, activities and ticket promotions aimed at apprenticeships and those who are unemployed, or new to the workplace.
- Sponsorship of key employment events within the city. Promoting ticket offers, reward schemes and volunteering opportunities.
- Facilitate work placements and study projects through Universities, Colleges and other education institutions.
- Launch the Trambassadors Scheme, a key programme working with local schools to enable safety through STEM learning and promote environmental and sustainable messages and initiatives.





- Develop our charities criteria guidelines with the long-term aim to build on our existing charitable work by supporting both National and small, independent, grass route organisations in delivering their goals.
- Creation of an online platform for our staff showing volunteering opportunities from charitable organisations with the aim to introduce a new requirement for volunteering hours for members of our team.

## Case Study

**Richard Daniels**

*Founder*

Forever Stars

I've had the pleasure of working with the NET team on a number of community projects since 2014, their enthusiasm and proactive approach has meant that over years they have helped us raise thousands of pounds, specifically to support the baby loss community in Nottingham. More recently I have worked with NET on an innovative approach to tram safety at primary school level, with the launch of a STEM based classroom activities and their appointment of Trambassadors, to promote safety and good commuter behaviour on the Tram. I look forward to many more years working with the team!

*For more information about our commitments, you can get in touch with us or visit **thetram.net***

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*Watch the video at **thetram.net***





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